

CHAPTER II - FLOTILLA PERSONNEL SERVICES PROGRAM

A. GENERAL.

1. The **Flotilla Commander (FC)** has the overall responsibility for the flotilla's recruiting and retention program.
2. The **Flotilla Staff Officer for Personnel Services (FSO– PS)** provides functional management for the Flotilla Personnel Services Program and is charged with the responsibility of carrying out the flotilla membership mission.
3. Immediate supervision of the FSO– PS belongs to the **Vice Flotilla Commander (VFC)**. Full cooperation and support of the FSO– PS with and by the VFC is essential. Normally, the FSO– PS reports to the VFC; however, it is incumbent on the FSO– PS to ensure the Flotilla Commander is kept apprised of the recruiting and retention program and any problems encountered, such as a lack of enrollment materials or signs of member dissatisfaction.
4. Recruiting new members is not merely the responsibility of the Flotilla Commander, Vice Flotilla Commander or Flotilla Staff Officer – Personnel Services, but of all members in the flotilla.

B. SELECTION OF THE FSO– PS.

1. The Flotilla Personnel Officer(FSO–PS) is selected and appointed by the Flotilla Commander (FC).
2. Flotilla Commanders should carefully select a person for this position who possesses genuine interest and a vitality for recruiting and retaining members. Additionally, the appointee should have a well-rounded knowledge of the Auxiliary at flotilla level (and preferably higher levels) and be able to assist and answer the questions of prospective and new members. Finally, the Flotilla Commander should seek a person who is energetic, has an outgoing and friendly personality, and is able to work in harmony with other staff officers and members.

C. THE GENERAL DUTIES OF THE FSO-PS.

1. Exercise staff responsibility and supervision over all matters regarding the Flotilla recruiting and retention program. Keep all flotilla members informed of any changes or new developments in the program.

2. Develop and implement programs and activities to promote the growth of the Auxiliary and enhance the recruiting of new members.
3. Develop and implement programs and activities designed to retain members. Place emphasis on contacting members who are drifting into inactivity by failing to attend meetings or by not actively participating in at least one of the programs. Look for symptoms of potential dropouts: missed meetings, no Courtesy Marine Examinations (CMEs), Operations (OP), Public Education (PE), administrative or fellowship activity. Contact these members directly and try to understand the reasons for inactivity. Determine those issues that can be resolved.
4. Maintain a close working relationship with the Division Staff Officer for Personnel Services (SO–PS). This will greatly aid in keeping the flotilla Recruitment and Retention Program up to date with programs established at the national, district and division levels. Actively take part in planning and the presentation of workshops, forums, and panel discussions.
5. Attend all meetings of the flotilla staff. Advise the Vice Flotilla Commander when such attendance is not possible.
6. Be fully knowledgeable of regulations pertaining to the proper wearing of the Auxiliary uniform. Know the procedures to purchase uniform items from military and commercial sources. Maintain a file of the current *Uniform Procurement Guide*.
7. Work with the FC to arrange assignment of a mentor or buddy for new and inactive members.
8. Maintain contact with flotilla members who have retired. Make certain that (if they desire) they are informed of flotilla activities, invited to flotilla social affairs and provided copies of flotilla newsletters.
9. Maintain a file of correspondence and records received from the previous FSO– PS and those received during your term of office. Transfer all records, correspondence, and publications dealing with membership to your successor as FSO– PS upon conclusion of your term of office.

10. Consistently coordinate recruiting and retention activities with other flotilla staff officers. For example :

***SR** — Keep mailing addresses up to date for regular, retired, and prospective members.

***PE** — Plan for recruiting new members from the students attending the public education classes. Present the *Minute for Membership* during each PE class. Arrange and coordinate the presentation of *THIS IS THE COAST GUARD AUXILIARY* video and information pertinent to your flotilla during the course. For more ideas see Enclosure (8), *Public Education and Recruiting*.

***PA** — Publicize Auxiliary membership along with boating classes and CME's in newspapers, magazines and on sign boards. Boat shows, open houses, National Safe Boating Week (NSBW) activities and safety booths provide further opportunities to educate the public. For more ideas see Enclosure (7), *Public Affairs and Recruiting*.

***PB** — Ensure that news articles about the Recruiting and Retention Program are published in the flotilla newsletter and in other publications. Make certain the FSO–PB is informed of member achievement to ensure appropriate recognition.

***VE** — Provide the Vessel Examiners and Marine Dealer Visitors with plenty of handout materials on the advantages of joining the Auxiliary. **SPECIAL NOTE:** all handouts should be stamped or marked with the name, address and phone number of a local Auxiliarist who can provide additional information. For more ideas see Enclosure (9) *Vessel Examination and Recruiting*.

***MT** — Assist in the training of prospective and current members. Personally encourage, aid and guide prospective members through the new member process and encourage their future participation in advanced training. For more ideas see Enclosure (12) *Member Training and Recruitment/Retention*

***OP** --- Emphasize that courtesy, proper wearing of the uniform, and professional conduct play a big part in making the right impression when serving the boating public on our waterways. For more ideas see Enclosure (10) *Operations and Recruiting/Retention*

***CC** --- Provide materials on Auxiliary Membership when visiting schools and interviewing AIM candidates. For more ideas see Enclosure (11) *Career Counselors and Recruiting*.

D. SPECIFIC DUTIES OF THE FSO- PS:

1. Prepare and present a monthly report to flotilla members on activities and progress in membership growth and retention. Inform the membership of future plans regarding the Flotilla Personnel Services Program. Use this opportunity to outline future hopes and aspirations for the PS Program. Report on the status of each prospective member and any prospective members added since the last meeting. Provide a copy of the written report to the Division Staff Officer for Personnel Services (SO– PS) as well as the Vice Flotilla Commander (VFC).
2. Before each flotilla meeting, follow up on every prospective member with a telephone call and extend an invitation to the next meeting. The aim is not to annoy the prospective member. It is to let them know that someone in the flotilla is genuinely interested in them and ready to help if needed. Continue these follow-up calls as required until the prospect has become a member.
3. Follow up on every member that missed a flotilla meeting with a phone call during the week following the meeting. See if there was some problem causing the absence that should be known by the flotilla. Make another call to these same members during the week of the next meeting to remind them of the meeting.
4. Present or arrange for the presentation of a recruiting pitch during each Public Education course. (Enclosure (8) for further details)
5. Follow-up on all possible disenrollments. Contact the member involved prior to the Flotilla Commander's final action to disenroll the member. Find out what has caused the proposed action. Provide counsel to the member concerned. For some members retirement or transfer may be more appropriate than disenrollment. Provide the FC with an oral and a written summary of the action taken and results for each case.
6. Follow up on all prospective membership leads from the *JOIN THE AUXILIARY* postcards (inside the *JOIN THE U. S. COAST GUARD AUXILIARY* pamphlet), PE classes, boat shows, CME booths, telephone and internet queries, and other sources to ensure that every effort is made to acquire new members.
7. Encourage members to bring prospective members as guests to flotilla meetings and social affairs.
8. Greet visitors and prospective members who come to flotilla meetings and social events and ensure they are properly welcomed and introduced to flotilla members.

9. Furnish the Flotilla Staff Officer Secretary/Records (FSO-SR) with the names, addresses and telephone numbers of new prospective members so that the FSO–SR can maintain an ongoing listing of prospective members.
10. Provide advice and assistance to members on the selection of which uniforms and insignia to purchase, especially initial purchases made by new members. Provide assistance with the procedures for obtaining uniform items from both military and commercial sources, to include provision of the necessary forms and referral of the members to the appropriate National Staff Officer that handles hard-to-fit sizes. The *Uniform Procurement Guide* contains this information.
11. Provide a new member information packet to each new member for facilitating their timely integration into the flotilla. (see page 5-1)

E. RECRUITMENT PLANNING.

1. Recruiting should be a continuous process with a year-round schedule of repetitive tasks designed to increase public awareness of the Auxiliary, its training and opportunities for service.
2. Ongoing activities.
 - a. Place recruitment "ads" in volunteer columns of local newspapers.
 - b. Send recruitment letters and guest speakers to yacht clubs, boating organizations, local airports and community service groups.
 - c. Ask flotilla members to contact friends and acquaintances and explain the various training and service opportunities available to Auxiliary members.
3. Sample Recruitment Calendar. Refer to 2 - 6 and 2 - 7 for sample ideas for recruitment planning throughout the year. Supplement these ideas with activities specific to you own flotilla, division, location and climate.

SAMPLE RECRUITMENT PLANNING CALENDAR

1. JANUARY—FEBRUARY—MARCH.

- a. Participate in safe boating booths at local boat shows and recruit for new members.
- b. Assure Auxiliary membership information is presented during Public Education classes. Show *THIS IS THE COAST GUARD AUXILIARY* video. Invite PE course graduates to the next flotilla meeting.
- c. Hold planning sessions at Division and Flotilla levels to organize recruiting drives and assign specific tasks.
- d. Order necessary supplies such as posters and handouts from the Flotilla Staff Officers for Materials (FSO-MA).

2. APRIL—MAY—JUNE.

- a. Continue to provide Auxiliary membership information during Public Education classes. Invite PE course graduates to flotilla meetings.
- b. Coordinate with vessel examiners to ensure that they are handing out JOIN THE AUXILIARY pamphlets and recruiting new members while performing CMEs.
- c. Arrange all boating safety booths to have recruiting materials and that people are being solicited to join the Auxiliary. Encourage the use of *THIS IS THE COAST GUARD AUXILIARY* video at booths in shopping malls and at boat shows.
- d. Coordinate recruiting with Marine Visitation Staff Officers (FSO-MV) to provide posters and other recruiting materials to be placed in all boating and marine stores.
- e. Recruit new members in conjunction with National Safe Boating Week (NSBW) activities.

3. JULY—AUGUST—SEPTEMBER.

- a. Recruit boaters and friends who are experienced boat handlers.
- b. Recruit at various yacht clubs and marinas. Use posters and handouts.
- c. Vessel examiners recruit in conjunction with CME blitzes, on the dock and any place CMEs are being performed.

- d. Secure recruiting pamphlets to be posted at all marine dealers.
 - e. Publicize the Auxiliary and the Flotilla's recruiting drive, using lead articles, news releases and radio/TV spots.
 - f. Set up recruiting in boating safety booths at boat shows and at CME booths.
 - g. Coordinate with the Flotilla Staff Officer for Finance (FSO-FN) with regard to members who have not paid dues. Contact each of these members personally.
 - h. Talk to students in the Public Education (PE) courses during various class. Speak to various boating and community organizations and yacht clubs about the Auxiliary.
 - i. Plan and advertise an open-house at a local Coast Guard station or other central locations to explain the Auxiliary to interested people.
4. OCTOBER—NOVEMBER—DECEMBER.
- a. Continue with publicity by advertising and holding an open-house at Coast Guard stations or other central locations. Speak at yacht clubs, marinas and other boating organizations about recruiting members into the Auxiliary.
 - b. Talk to Public Education classes about the Auxiliary. Explain Auxiliary programs in detail, training opportunities and other advantages of membership. Take names and phone numbers of interested people; schedule new member Entry Training class within the next week or so.
 - c. Advertise for experienced boaters to join the Auxiliary. Invite these prospective members to a flotilla meeting.
 - d. Meet with the newly elected officers and appointed staff officer selectees to ensure a smooth transition and maintain progress on continuing plans.
 - e. Present an outline plan of recruiting and retention efforts planned for the forthcoming year as well as a long range, continuous plan. Gain support for participation of the new officers in the Recruitment and Retention Plan.

***VOLUNTEERS MAKE A
DIFFERENCE ...***



***JOIN
TEAM COAST GUARD
TODAY!***

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